

**DUAL-COMMUNICATION ELECTRONIC  
SHELF LABEL SYSTEM AND METHOD**

**Abstract of the Disclosure**

A dual-communication electronic shelf label system and method which increase communication bandwidth and minimize competition with other RF systems in a store for bandwidth. The system includes a base station including first wireless downlink communication circuitry and first wireless uplink communication circuitry operating in a different mode than the first wireless downlink communication circuitry, and an electronic shelf label including second wireless downlink communication circuitry for receiving messages from first wireless downlink communication of the base station, and second wireless uplink communication circuitry for sending messages to first wireless uplink communication of the base station.